

# TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Hansen Beverage Company		02/18/2009	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	BP Products North America, Inc.		
Street Address:	4101 Winfield Road		
Internal Address:	Mail Code 5 East		
City:	Warrenville		
State/Country:	ILLINOIS		
Postal Code:	60555		
Entity Type:	CORPORATION: MARYLAND		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3123502	U	
Registration Number:	3276267	UNBOUND	
Registration Number:	3132540	UNBOUND ENERGY	
CORRESPONDENCE DATA			
Fax Number:	(630)821-3383		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Email:	donald.knapp@bp.com		
Correspondent Name:	Donald C. Knapp		
Address Line 1:	4101 Winfield Road		
Address Line 2:	Mail Code 5 East		
Address Line 4:	Warrenville, ILLINOIS 60555		
ATTORNEY DOCKET NUMBER:	UNBOUND MARKS		
NAME OF SUBMITTER:	Donald C. Knapp, Jr.		

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TRADEMARK  
 REEL: 003968 FRAME: 0344

Signature:	/dk/
Date:	04/08/2009
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## TRADEMARK ASSIGNMENT


Whereas Hansen Beverage Company, a Delaware corporation, of 550 Monica Circle, Suite 201, Corona, California 92880, has adopted, used and is using the UNBOUND, UNBOUND ENERGY and U & Design marks, including the trademark applications and registrations identified by Schedule A hereto, and which are applied for or registered in the jurisdictions indicated; and

Whereas BP Products North America Inc., a Maryland corporation, of 4101 Winfield Road, Warrenville, Illinois 60555, is desirous of acquiring said UNBOUND, UNBOUND ENERGY and U & Design marks as well as the trademark applications and registrations thereof;

Now therefore, for good and valuable consideration, the receipt of which is hereby acknowledged, Hansen Beverage Company, a Delaware corporation, does hereby assign to BP Products North America Inc., a Maryland corporation, all right, title and interest in and to the said marks, together with the goodwill of the business symbolized by the marks, as well as the applications and registrations identified therefor.

Hansen Beverage Company can continue to use the UNBOUND, UNBOUND ENERGY, and U & design marks in connection with the promotion and sale of the beverage for the period of time necessary for Hansen to fill all outstanding orders already placed for products bearing those marks, and to otherwise deplete its inventory of filled and unfilled cans and other raw materials that already bear any of such marks. All such products will continue to be subject to the 5% royalty payment per case due to BP Products North America Inc.

**BP Products North America Inc.**

By:   
Name: Jon Bratta  
Title: Director - Proprietary Brands

**Hansen Beverage Company**

By:   
Name: Rodney Sacks  
Title: Chairman/CEO

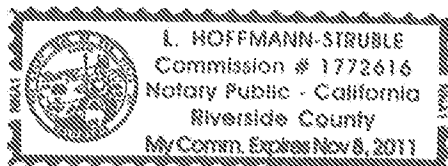
STATE OF CALIFORNIA     )  
  ) ss.  
COUNTY OF RIVERSIDE)

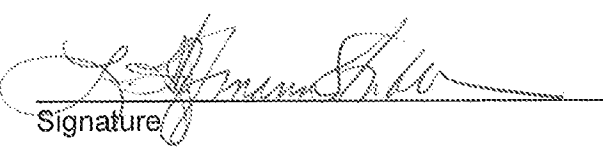
On February 12, 2009, before me, L. Hoffmann-Struble, notary public, personally appeared **Rodney C. Sacks**, who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument, and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

[SEAL]



Signature 

**TRADEMARK**  
**REEL: 003968 FRAME: 0346**

**Schedule A**

<b><u>Mark</u></b>	<b><u>Country</u></b>	<b><u>Appl./Reg. No.</u></b>	<b><u>Class</u></b>
UNBOUND ENERGY	Canada	1344025	32
U & Design	Canada	1346625	32
U & Design	USA	3,123,502	32
UNBOUND	USA	3,276,267	32
UNBOUND ENERGY (Stylized)	USA	3,132,540	32
U & Design	WIPO	879309	32
UNBOUND ENERGY (Stylized)	WIPO	874098	32